

# Colart's experimental Pop-Up In Coal Drops Yard, King's Cross

Colart are doing an experiential Pop-up this December in Coal Drops Yard, Kings Cross. In partnership with Coal Drops Yard (CDY), the House of Illustration Winter Fair (HOI), and the Fine Art Collective (TFAC)



## What is Coal Drops Yard?

Coal Drops Yard is a retail development situated behind the train station of Saint Pancras in North London. The area was transformed and opened to the public in October 2018.

## Explore, Play, Create

Winsor & Newton is popping up in Kings Cross, 12th-15th December. During that time, under the theme 'Explore, Play, Create', we will see a series of events across four days, using our newly launched Promarkers and Watercolours.

Our consumers will have the chance to interact with products, learn art hints and tips, and participate in the live art creation.

## Why are we organising a Pop-Up store?

The Shopper Marketing team conducted research with existing W&N Shoppers and our new Consumer target group Creative Professionals. This identified a need to re-engage with existing Consumers and investigate ways to target new audiences through the retail environment.

In today's "Always On" OMNI channel culture we decided to approach this problem in two ways:

- 1) Engage our Shopper across a number of touch points to get them to experience the POP UP:
  - Eventbrite,
  - PR,
  - Daily activations,
  - Facebook,
  - Instagram,
  - In-store activities,
  - Prizes and Promos
- 2) Activation and engagement in-store to foster word of mouth and enable a full 360 comms approach to support the POP-UP.

This will also allow us to test the model so we can refine it for future events.

The long-term goal is to gain insights into our Consumers and Shoppers' behaviour. We will also share these insights with our retail partners and markets to foster and grow more experiences like this across our brands and markets.

Ultimately, our goal is to raise the brand profile, engage shoppers in a more meaningful way and to drive growth.

**Want to come along?**

Please RSVP [by clicking here](#).

Any questions please do get in touch!

Amelia McDonald & Catherine Mugnier